

**Consider Your Assets**  
*Or*  
**Twitter Placement is the New Blog Hit**  
*Or*  
**Get Integrated, Start Hustling**



Prepared for:  
Direct Marketing Association of Washington  
Social Media Day - Washington, DC | November 5, 2009



Developed by:  
Leslie Bradshaw  
Director of Engagement | New Media Strategies

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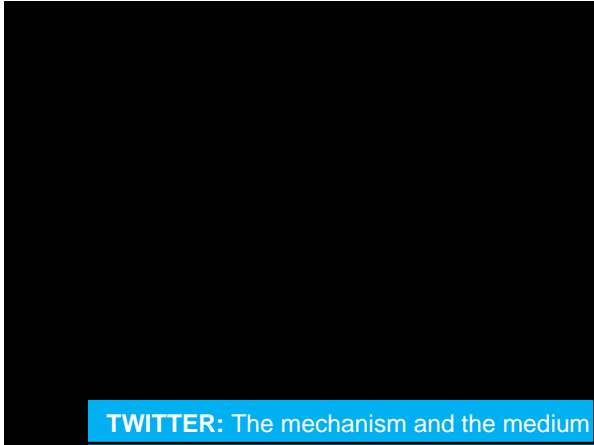
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Wow, test Twitter visualization:  
<http://www.directmarketing.com/>  
-@DMAW

Ev Williams: 1,176,039 followers  
(23k 11/4/08)

Ann Curry: 813,412 followers

John Mayer: 2,555,886 followers

Learning: Twitter garners views, expedites high-profile contact

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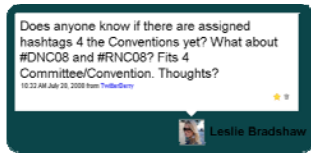
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**Worked** with the Twitter community to brand hashtags #DNC08, #RNC08, #debate08 & assisted with others



**Learning:** Engage via Twitter, know the lingo

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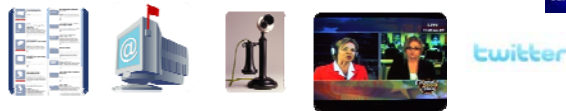
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**Engaged** bloggers and Twitter users through links, emails, phone call interviews, tweets and on-air mentions

**Learning:** Go multi-medium; include reciprocity

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**Secured** top placements on tech, media and political blogs

**Learning:** Be inclusive, be strategic, be multi-partisan

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CSPAN

**C-SPAN IN DENVER: DNC 2008 HUB**




The Democratic National Convention begins today. Follow C-SPAN event coverage at the [Convention Hub](#).

- Watch Barack Obama and Joe Biden's 2008 acceptance speeches.
- Follow the latest chatter at the [Twitter Hub](#).
- The [Hub](#): More Video, Blogs, Access

[Read more...](#)

**DNC DAY #2: CONVENTION HUB**




Check the C-SPAN Convention Hub for the latest news from Denver.

- See all tweets using #DNC08 and #DNC08 at the [Twitter Foundation](#).
- Watch [Howe](#) and [Obama's Monday night address](#).
- And don't forget, the [live feed](#) is covering it. [Paul](#) already!

[Read more...](#)

**C-SPAN.ORG: CLINTON '92 & '96**



Watch Bill Clinton tonight on C-SPAN and right now on the [C-SPAN Convention Hub](#).

- Watch [Bill Clinton's](#) 1992 acceptance speech.
- Watch [Bill Clinton's](#) 1996 convention speech.

Follow the conventions through [video](#), [blogs](#), [Twitter](#), [Qik](#) and more at [C-SPAN.org](#).

[Read more...](#)

**Ran** timed, targeted Blogads

Learning: Know where your audience is and what / when they are looking

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C-SPAN: Results

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CSPAN

**Nominated** for a 2009 Webby 

**NMS helped secure** 300+ blog placements; 600+ inbound links; millions of online views; thousands of tweets

**C-SPAN transformed** their image in the eyes of online influencers and tech communities

**C-SPAN reengaged** their core political audience through embeddable video and blogger link-backs

**C-SPAN exchanged** their limited advertising budget for social capital, search engine optimization (SEO), brand awareness and historical, lasting resources

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**Evaluated** previous interest, identified new opportunities

**Invited** bloggers onsite; press pass + accommodations

**Included** varied verticals (policy, environmental, parenting, political – left, political – right, science, tech, education)

**Encouraged** documentation via video, audio, photo

**Prepared** fliers with “digital deets” (links, hashtags, etc.)

*Learning: Research, include, integrate*

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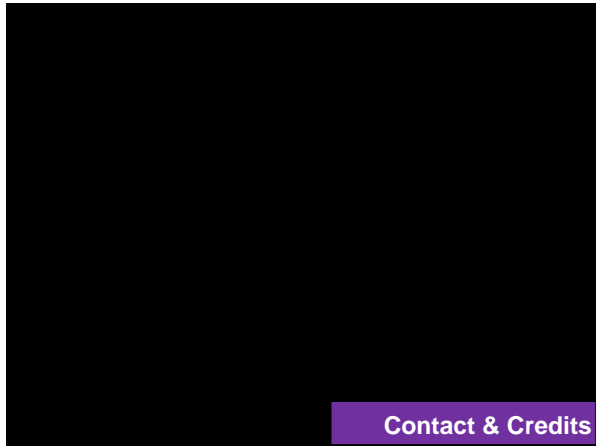
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
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**Links & Credits**

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<p>project: </p> <p>client: </p> <p>agencies:  </p> <p>URL: <a href="http://InspiredByEducation.com/">http://InspiredByEducation.com/</a></p>	<p>project: </p> <p>client: </p> <p>agencies:  </p> <p>URL: <a href="http://AnOrangeAmerica.com/">http://AnOrangeAmerica.com/</a></p>
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**Links & Credits, cont'd**

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Longer form writings, thoughts: <http://lesliebradshaw.com>

In the moment: <http://twitter.com/LeslieBradshaw>

Friends, family, colleagues: <http://Facebook.com/LeslieBradshaw>

Digital CV: <http://LinkedIn.com/in/LeslieBradshaw>

Industry PowerPoints: <http://slideshare.net/LeslieAnn44>

Let's Stay in Touch

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